

Subhayan Mukerjee

CONTACT

Annenberg School for Communication
University of Pennsylvania
3620 Walnut Street
Philadelphia, PA 19104

+1-267-912-7111
✉ mail@subhayan.com
🌐 www.subhayan.com
🔗 Google Scholar

ACADEMIC EMPLOYMENT

University of Pennsylvania, Philadelphia, PA, USA Aug 2015 – Aug 2020
Research Fellow
Annenberg School for Communication

University of Oxford, Oxford, UK May 2019 – Jun 2019
Research Assistant
Reuters Institute for the Study of Journalism

Harvard University, Cambridge, MA, USA Jun 2016 – Aug 2016
Research Intern
Berkman Klein Center for Internet & Society

EDUCATION

University of Pennsylvania, Philadelphia, PA, USA Aug 2015 – May 2020
Ph.D. Communication
M.A. Communication

BITS-Pilani, Pilani, Rajasthan, India Aug 2009 – May 2014
M.Sc. Mathematics
B.E. Computer Science

REFEREED JOURNAL PUBLICATIONS

3. **Mukerjee, S.** & Yang, T. (2020) Choosing to Avoid? A Conjoint Experimental Study to Understand Selective Exposure and Avoidance on Social Media. *Political Communication*, 1-19
2. **Mukerjee, S.**, Majó-Vázquez, S., & González-Bailón, S. (2018). Networks of Audience Overlap in the Consumption of Digital News. *Journal of Communication*, 68(1), 26-50.
1. **Mukerjee, S.** (2016). Net neutrality, Facebook, and India's battle to #SaveTheInternet. *Communication and the Public*, 1(3), 356-361.

BOOK CHAPTER

1. **Mukerjee, S.** & González-Bailón, S., (2019) Social Media Data: Quantitative Analysis. In P. Atkinson, S. Delamont, A. Cernat, J.W. Sakshaug, & R.A. Williams (Eds.), *SAGE Research Methods Foundations*

OTHER PUBLICATIONS

4. Majó-Vázquez, S., **Mukerjee, S.**, Ahmed Neyazi T., & Nielsen, R. K. (2019) Online Audience Engagement with Legacy and Digital-Born News Media in the 2019 Indian Elections. *Reuters Institute for the Study of Journalism Factsheet*.
3. **Mukerjee, S.** & Majó-Vázquez, S. (2019) During the Indian election, news audiences consumed a wide and diverse range of sources. *Nieman Journalism Lab*.
2. **Mukerjee, S.**, Majo-Vazquez, S., & Gonzalez-Bailon, S. Response to Webster and Taneja's Response to Networks of audience overlap in the consumption of digital news *Journal of Communication*, 68(3), E15-E18.
1. **Mukerjee, S.** (2012) An Open World. *Linux For You* (print magazine) 10(4) pp. 24-26

WORKING
PAPERS

5. **Mukerjee, S.**, Jaidka, L., & Lelkes, Y. The Ideological Landscape of Twitter Elites in America. (*under review*)
4. **Mukerjee, S.**, Yang, T., Stadler, G. & González-Bailón, S. What Counts as a Weak Tie? A Comparison of Filtering Techniques to Analyze Co-Exposure to News (*under review*)
3. **Mukerjee, S.** News Reading Publics in a Multi-lingual Political Context: Evidence from Online India (*working paper*)
2. **Mukerjee, S.**, Jaidka, L., & Lelkes, Y. Echo-Chambers and Affective Polarization: A Twitter Field Experiment (*in progress*)
1. **Mukerjee, S.**, Yang, J., Kang, D., & Okada, T. Networks of Partisan Social Influence: An Experimental Study of Political Polarization and Participation (*in progress*)

CONFERENCE
PAPERS

17. **Mukerjee, S.**, Jaidka, K., & Lelkes, Y. (accepted) The Ideological Landscape of American Elites on Twitter. *The 6th International Conference on Computational Social Science*, MIT, Cambridge, MA
16. **Mukerjee, S.** (accepted) Understanding Audience Fragmentation by a Community Extraction Method: Evidence from India. *The 6th International Conference on Computational Social Science*, MIT, Cambridge, MA
15. **Mukerjee, S.**, & Yang, T. (2020) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 70th Annual Conference of the International Conference Association*, Gold Coast, Australia
14. **Mukerjee, S.**, Jaidka, K., & Lelkes, Y. (2020) The Ideological Landscape of American Elites on Twitter. *The 70th Annual Conference of the International Communication Association*, Gold Coast, Australia
13. **Mukerjee, S.**, & Yang, T. (accepted) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 78th Annual Conference of the Midwest Political Science Association* (conference canceled due to COVID-19)
12. **Mukerjee, S.**, Jaidka, K., & Lelkes, Y. (2019) Echo Chambers and Affective Polarization: A Twitter Field Experiment. *The 5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands
11. **Mukerjee, S.** (2019) Using Network Science to Understand News Consumption in India. *The 5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands
10. **Mukerjee, S.**, & Yang, T. (2019) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands.
9. **Mukerjee, S.** (2019) A Theory of Networked News Reading Publics: Evidence from Online India. *The 12th Annual Political Networks Conference*, Duke University, NC
8. **Mukerjee, S.**, & Yang, T. (2019) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. Poster presented at *the 12th Annual Political Networks Conference*, Duke University, NC
7. Yang, T., Majó-Vázquez, S., **Mukerjee, S.**, & González-Bailón, S. (2019) Niche News and Peripheral Fragmentation: A Network Percolation Approach to the Analysis of News Consumption. *The 69th Annual Conference of the International Communication Association*, Washington DC
6. **Mukerjee, S.**, Majó-Vázquez, S., & González-Bailón, S. (2018). Networks of audience overlap in the consumption of digital news. *The 4th International Conference on Computational Social Science*, Northwestern University, IL

5. **Mukerjee, S.** & González-Bailón, S. (2018). What Counts as a Weak Tie? A Comparison of the Different Thresholding Techniques for Thresholding Weighted Networks. Poster presented at the *4th International Conference on Computational Social Science*, Northwestern University, IL
4. **Mukerjee, S.**, Majó-Vázquez, S., & González-Bailón, S. (2018). Networks of audience overlap in the consumption of digital news. *The 11th Annual Political Networks Conference*, George Mason University, VA
3. **Mukerjee, S.** & González-Bailón, S. Digital News Consumption in India. (2018). *The 11th Annual Political Networks Conference*, George Mason University, VA
2. **Mukerjee, S.** & González-Bailón, S. (2018). What Counts as a Weak Tie? A Comparison of the Different Thresholding Techniques for Thresholding Weighted Networks. *The 68th Annual Conference of the International Communication Association*, Prague, Czech Republic
1. **Mukerjee, S.**, Majó-Vázquez, S., & González-Bailón, S. (2017). Are Audiences Fragmented in How They Consume News Online? *The 67th Annual Conference of the International Communication Association*, CA.

INDUSTRY EMPLOYMENT	Abzooba Inc. Kolkata, India	Jun 2014 – Jul 2015
	Data Scientist	
	Bravo Lucy As. Hyderabad, India	Jun 2013 – Jun 2014
	Software Engineering Intern	
	Ericsson Global Kolkata, India	Jun 2012 – Jul 2012
	Software Engineering Intern	
TEACHING EXPERIENCE	University of Pennsylvania	
	Understanding Social Networks (TA and Lab Assistant)	Spring 2017
	Media Industries and Society (TA)	Spring 2018
AWARDS AND FELLOWSHIPS	Seed Research Funding (\$1,300)	2019–2020
	Summer Institute of Computational Social Science (SICSS), Chicago	
	Student Research Grant	2019
	Graduate and Professional Student Assembly, University of Pennsylvania	
	Dissertation Research Fellowship (\$31,000)	2019–2020
	Annenberg School for Communication, University of Pennsylvania	
	Dissertation Grant (\$1,700)	2019–2020
	Annenberg School for Communication, University of Pennsylvania	
	Dean’s Summer Fellowship (4 x \$4,000)	2015–2019
	Annenberg School for Communication, University of Pennsylvania	
	Travel Scholarship	2018–2019
	National Science Foundation	
	Travel Scholarship	2018
	Northwestern University	
	Doctoral Fellowship	2015–2020
	University of Pennsylvania	

INVITED LECTURES	8. Human Cooperation Lab Massachusetts Institute of Technology, Cambridge MA	Apr 2020
	7. Computational Communication Research Seminar University of Wisconsin-Madison, Madison WI	Mar 2020
	6. Digital Propaganda and Public Opinion Lecture National University of Singapore, Singapore	Mar 2020
	5. Microsoft Research Seminar Microsoft Research, New York City NY	Jan 2020
	4. The Center for Social Media and Politics New York University, New York City NY	Jan 2020
	3. Media Analytics Lecture Business Analytics Course at Praxis Business School, India.	Dec 2018
	2. Research Methods for a Fragmented Media Environment University of Pennsylvania, Philadelphia PA	Mar 2018
	1. The Communication Research Experience University of Pennsylvania, Philadelphia PA	Nov 2017
ADDITIONAL TRAINING	Summer Institute in Computational Social Science Northwestern University	Jun 2019
	Mediterranean School of Complex Networks Universitat Rovira i Virgili, Italy	Sep 2017
	Annenberg Summer Institute in Methods & Statistics University of Southern California Scale Construction Critical Studies of Networked Infrastructure	Jun 2017
SERVICE	Journal Reviewer for <i>Public Opinion Quarterly</i>	Ad-hoc
	Journal Reviewer for <i>Digital Journalism</i>	Ad-hoc
	Journal Reviewer for <i>PLOS One</i>	Ad-hoc
	Conference Reviewer for <i>International Communication Association</i>	2016-19
	Coordinator, DiMeNet research group, <i>University of Pennsylvania</i>	2016-18
	Committee Member, Annenberg Graduate Student Symposium Committee	2017-18
	Organizing Member, Penn-Rutgers-Princeton Social Epistemology Workshop	2017
SKILLSET	<p>Quantitative Methods: Network analysis, statistical modeling, machine learning, experimental design, agent-based modeling, causal inference</p> <p>Programming/Scripting: R (incl. plyr/tidyverse, ggplot), Python (incl. pandas, numpy, scikit-learn, plotly), SQL, Java, C++, C, L^AT_EX, Git, JavaScript (basic).</p>	
MEMBERSHIP	International Communication Association	

REFERENCES

Sandra González-Bailón, D. Phil.

Associate Professor of Communication

Annenberg School for Communication, University of Pennsylvania

✉ sandra.gonzalez.bailon@asc.upenn.edu

Yphtach Lelkes, Ph.D.

Assistant Professor of Communication

Annenberg School for Communication, University of Pennsylvania

✉ yphtach.lelkes@asc.upenn.edu

Joseph Turow, Ph.D.

Robert Lewis Shayon Professor of Communication

Annenberg School for Communication, University of Pennsylvania

✉ joseph.turow@asc.upenn.edu

Michael X. Delli Carpini, Ph.D.

Oscar H. Gandy Professor of Communication and Democracy

Annenberg School for Communication, University of Pennsylvania

✉ michael.dellicarpini@asc.upenn.edu

Harikrishnan Gopinadhan Nair, Ph.D.

Assistant Professor

Department of Humanities and Social Sciences, BITS-Pilani

✉ harinair@pilani.bits-pilani.ac.in